

## **Maple Grove Citizens Advisory Committee**

### **Meeting Minutes**

**August 5, 2013**

<b>Call to Order</b>	The meeting was called to order by CAC Chair Bob Joiner at 6:03 p.m.		
<b>Members</b>	Leslie Bender	Lorraine Gresser	Bob Joiner
	Harry Kennedy	Tim Klevar	Steven Maas
	Joan Masberg	Joe Piket	Kevin Rebman
	Don Skoglund		
<b>Members Absent</b>	John Beacham, Stephen Gill, Greg Hulne		
<b>Others Present</b>	Councilmember Phil Leith, CAC City Staff Liaison Mike Opatz, and Erin Caldwell from National Research Center		
<b>Minutes</b>	The minutes for the June 11, 2013 meeting were approved.		
<b>2013 Community Survey</b>	<p>CAC members reviewed with Ms. Caldwell of NRC specific questions/areas of the draft report of results for the 2013 City of Maple Grove Citizen Survey. Ms. Caldwell stated her presentation to the Council would follow the executive summary.</p> <p>Varies items addressed/comments included:</p> <ul style="list-style-type: none"><li>• Changing demographics of the community and how that will shape programming, such as Parks and Recreation.</li><li>• Percentage of negative responses.</li><li>• Margin of error.</li><li>• Geographic distribution of survey responses. Ms. Caldwell stated she would check with Shannon Hayden on that item.</li><li>• Survey will be a good tool for thinking/planning ahead.</li><li>• Senior housing.</li><li>• Trends for future/compare to other non-Minnesota comparable cities. NRC does a national survey, and Ms. Caldwell stated that can help recognize some challenges—health, housing, walkability, sense of place.</li><li>• Discussion ensued on safety and different elements.</li><li>• Sense of neighborliness, citizen involvement, community liability.</li></ul>		

- NRC will provide national survey results which may help in structuring future survey questions.
- Address changes in cultural diversity. There is the ability to do benchmark comparison with comparable cities on demographics.
- Survey method of mail vs. phone. NRC states mail is better as they have good lists. Phone is becoming more challenging, hard to target and get a good sampling mostly due to cell phone/caller id. Discussion on combination of mailing/online survey—response rates are pretty low, probably wave of future.
- Regarding the Maple Grove survey , some of the responses/statistics showed a couple of improvements, couple of declines from the 2008 survey to 2013.
- Couple of minor corrections/changes were suggested to the draft survey.
- The suggestion was made for a couple CAC members to attend the Council meeting that evening in which NRC would present the draft report results.
- Mention was made of possibly sharing survey with ISD 279. Erin of NRC suggested sharing the survey might help with coalitions, bridging with other organizations.
- Comment made that it was nice to see use of new items/facilities such as sports dome.
- Mention was made of growing diversity. Maybe some of the open ended comments expressed a feeling of fear.
- Comment was made about the strong worship/church base in the community.
- Survey process went smooth—few returned notification postcards. Lack of negative feedback.
- Look at peer cities.
- Look ahead to features in our community that will have an impact on diversity.
- Keep a handle on where we are, where we are going.

- NRC said they could provide some insight on future items to review and would look at cost of doing comparables with other same sized communities.

**Other Business  
and Updates**

The question was asked about adding new CAC members. Depending on how busy committee is and any projects will depend on adding new members. Look at adding new members; broaden diversity—younger citizens, women.

Brief discussion ensued on ISD 279 and standards based grading. Could CAC have a role in bridging.

Also, could CAC help with City Council in improving communications with citizens.

**Area Reports**

Parking on Fernbrook Lane. Pothole issues submitted to Engineering/Public Works.

No CAC meeting in September; next meeting is October 9, 2013.

The meeting adjourned at 7:23 p.m.

**Adjournment**

Respectfully submitted,

Carol Morris  
Minute Secretary